This is terribly unwise. It is bad enough that we have to listen to people yelling into their cell phones while waiting to board the aircraft and while onboard waiting for takeoff. To subject passengers to the Hell of listening to people talking on cellular phones for the duration of the flight, squeezed in cheek to jowel in cabin class like sardines, will make flying even more of a living Hell than it already is when everyone is a suspect and full body searches have become the norm. If someone has an urgent call to make, Most planes have airphones for their use. If this is an inconvenience or expense, passengers will use the airphones sparingly. Swiping their credit cards will remind them of the expense and the extraordinary nature of placing phone calls during the flight. For those addicted to their cell phones and, but for the expense, would be on their phones the entire flight, it is a wakeup call and reminder that they are not alone and that other passengers have rights as well, including the right to be free from the highly intrusive nature of cell phone usage. Who knows? Not being able to use their cell phone, they might even hear the Captain advising them to fasten their seat belts for landing or because of turbulence thereby contributing to their safety and that of others. Please save the weary traveler from the certain cell phone invasion if this rule is approved. Do not permit them to make air travel completely unbearable.